

### **Remarks/Arguments**

This letter is responsive to the Office Action dated January 25, 2008.

#### **Amendments to the Claims**

In this response, claims 1, 2, 4 and 6 have been amended. Claims 3 and 7 have been deleted. Claims 8-11 have been added.

#### **Claim Rejections 35 USC 102**

The Examiner has rejected claims 1-7 under 35 U.S.C. 102 as being anticipated by Mankins et al, US Publication 20020084891.

Mankins relates to a system for publicly displaying messages on automotive vehicles. The vehicles carry a publicly visible electronic display combined with a sensor for sensing the brightness of light generated by the display. The automotive vehicle's electronic display is formed by ganging together a plurality of individual electronic displays and video drive circuitry for generating signals that causes images to be shown on the ganged display where different portions of individual images are shown on the individual displays.

The subject matter of the present application relates to a display rights management method and system where the display rights for transportation means may be acquired and then reassigned. The display rights allow for a display and/or title to be associated with the transportation means. The display may comprise logos, trademarks, insignias, art, words, URLs or any other combination of text or art such that they are visible on the transportation means. The title serves as a method by which the transportation means may be referred to.

The subject matter of the present application describes system and methods by which an operating company that controls the transportation means may assign over the display rights associated with a transportation means to another entity. The other entity may be an agency or other third party or may be the direct end client. The end client may then decide upon a display and/or title that is to be associated with the transportation means.

With respect to Claim 1, the Examiner had rejected claim 1 based on the Examiner's position that the Mankins reference discloses the concept of acquiring display rights from an operating company; assigning those rights to a client and distributing compensation from the client for the display rights. The Applicant has amended claim 1 to more clearly recite features of the present invention. Specifically, claim 1 has been amended to specify that the display rights comprise the right to associate a title with the transportation means.

The Mankin reference does not disclose the concept of associating a title with a transportation means. Rather the Mankin reference focuses on the electronic display of messages upon electronic display boards associated with an auto vehicle. The concept of a title that is used with a transportation means, the rights to which are first assigned by an appropriate entity and potentially reassigned to a client where the client may then select a title for the transportation means are not disclosed in Mankin. The concept of a title that is used to reference the transportation means allows for a specific reference to be made to the transportation means through use of the assigned title. The title is associated directly with the transportation means. In Mankins, the electronic displays are used to display various advertisements, and the Mankins reference focuses on the electronic components that are required to operate the electronic display boards and to exercise the appropriate control over the displayed messages. There is no suggestion or reference to the concept of a title that is used to reference the automotive vehicle that

may be assigned to a client in Mankins. Therefore, it is respectfully submitted that claim 1 is in a condition for allowance.

Claims 8 and 9 have been added by the Applicant, and they do not introduce new subject matter. Specifically, claim 8 relates to the placing of the title on the transportation means. Claim 9 relates to the use of the title to name the transportation means.

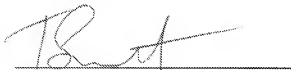
The Applicant respectfully submits that as claims 2, 4, 5, 6, 8 and 9 are dependent on claim 1, it is respectfully submitted that they are in a condition for allowance.

The Applicant has introduced new claims 10 and 11. Claim 10 is a computer implemented method claim for assigning rights associated with a transportation means. For the reasons cited above with regards to claim 1, it is respectfully submitted that claim 10 is in a condition for allowance. As claim 11 is dependent upon claim 10, it is respectfully submitted that it is in a condition for allowance.

**CONCLUSION**

In view of the foregoing comments, it is respectfully submitted that the application is now in condition for allowance. If the Examiner has any concerns regarding this response, the Examiner is respectfully requested to contact the undersigned at 416-957-1694.

Respectfully submitted.



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**Timothy J. Sinnott**  
Registration No. 31,083

Bereskin & Parr  
Box 401  
40 King Street West  
Toronto, Ontario  
Canada M5H 3Y2  
Telephone: (416) 957-1694  
Fax: (416) 361-1398